

LMA's NEW, SIMPLER MEMBERSHIP STRUCTURE

LMA members said they wanted a more flexible, scalable and streamlined membership structure — and now they have it. A few highlights of the LMA membership structure:

- **Calendar-year renewals**, so everyone from your office renews at the same time
- **Simplified membership structure**; no more limited and international categories
- With a **lower individual membership rate, discounted group rates** and **no more fees for new members or member transfers**, LMA is providing new ways for members from organizations of all sizes to maximize their professional development budgets

Consider the membership types below and choose the best option for you and your organization.



Group Rates

\$305–\$395 per person

Dues vary depending on the number of people in your group. Read details on the other side of this page.

Individual Member

\$395

Affiliate Member

\$125

Applies to members of Australasian Professional Services Marketing Association, Professional Services Marketing Group and Society of Competitive Intelligence Professionals. Individuals applying in this membership category must provide documentation of membership in an LMA affiliate organization.

Retired Member

\$100

This category is for individuals who have held long-term membership in LMA but are no longer actively engaged in the marketing of legal services or the provision of products or services of the legal industry.

Member in Transition

\$100

This membership category allows LMA members who are unemployed to receive full membership benefits during their job search. This membership category is effective for six months, with the possibility of extending to a total of 12 months at no additional charge.

Student Member

\$35

Students must include a copy of their current curriculum schedules with this membership application.

Chapter Dues

Depending on your location, you also can participate in one of LMA's 19 chapters or 28 city groups. Read more about chapters and city groups at www.legalmarketing.org > **Chapters**. Chapter dues:

Bay Area	\$150
Bay Area/Sacramento City Group....	\$75
Capital	\$75
Kentucky	\$50
Los Angeles.....	\$100
Metro New York	\$110
Metro Philadelphia	\$50
Midwest	\$100
Minnesota	\$50
New England	\$75
Ohio.....	\$75
Rocky Mountain.....	\$50
Northwest	\$50
Southeastern	\$75
Southern California	\$75
Southwest	\$75
Texas	\$75
Toronto.....	\$100
The Virginias.....	\$75
Vancouver	\$55

DISCOUNTED GROUP RATES FOR ANNUAL MEMBERSHIP



Group rates for membership are designed to provide economies of scale, reduce fees for multiple individual memberships and, most importantly, allow you to reallocate memberships if individuals leave the firm or company.

A single designated administrator for all offices of a firm or company will determine whether the organization takes advantage of the group rate for membership and, if so, will be the point of contact for LMA headquarters as well as LMA members within the firm or company. The designated administrator can:

- Finalize the organization's annual membership roster
- Receive a single invoice for all membership renewals at the organization
- Substitute an employee in the membership roster if someone leaves your organization
- Add new members to your organization's group throughout the year

Group Rate Discount Tiers

CATEGORY	LEVEL	PRICE (plus chapter dues, if applicable*)
Group	2 – 5 members	\$395 per member
	6 – 10 members	\$380 per member
	11 – 15 members	\$365 per member
	16 – 20 members	\$350 per member
	21 – 25 members	\$335 per member
	26 – 30 members	\$320 per member
	31+ members	\$305 per member

**Only LMA international membership dues, not chapter dues, are discounted as part of the group rate program.*

Adding New Members to Your Group

Organizations that take advantage of discounted group rates for membership can add new LMA members during the year at the discounted group member rate applicable for their firms/companies.

- If an organization adds new member(s) before July 1, they can join at the firm's/company's discounted group rate.
- If the new member(s) puts the firm/company into the next discount bracket, the new member(s) would pay the membership rate with the higher discount.
- If an organization adds new members after July 1, they can join at the mid-year rate of \$197.50, but no additional discount would apply.

Take Advantage of Group Rates

To renew your organization's members at the discounted group rate — or add new members at the discounted group rate — ask your group administrator to contact LMA headquarters at **(312) 321-6898** or **membersupport@legalmarketing.org**. An LMA staff member will work with your group administrator to finalize and issue your invoice.